

## ***Appendix 1***

### **Tips from Practitioners**

#### ***Know Your Watershed's Top Ten Hint List***

(see Lesson #6, Know Your Watershed)

- (1) Include All With a Stake
- (2) Think Large, Work Local
- (3) Ask Not "Do You Like It?" But "Can You Live With It?"
- (4) Respect the Four Stages of Building Partnerships (Forming, Storming, Norming, Performing)
- (5) Just Do It
- (6) Celebrate Early Successes
- (7) Clear, Measurable Goals Must Be Locally-Driven
- (8) Ask for In-Kind Services
- (9) When Stuck, Ask Seven Times "Why?"
- (10) Focus on the End, Not the Process

#### ***Reed Holderman's Lessons Learned***

(California Coastal Conservancy, 510-286-1015 - See Lesson # 10, Santa Ynez Watershed)

- (1) Be sure that a watershed planning process is needed and if it is build community support for it before proceeding.
- (2) Invite everyone into the process and ask political leaders to select the steering committee. Otherwise, people will ask: who appointed you.
- (3) Don't be presumptuous. On the Santa Ynez River, we assumed everybody would appreciate a well thought out scope of work, budget, and schedule. WRONG! They said it only proved that the whole thing was a set-up. Do yourself a favor, next time, let them figure it out!
- (4) When the majority of stakeholders tell you that they want to deal with their issue first, believe them. I remain convinced that our failure to sustain interest in the Santa Ynez River plan was primarily because we were not willing to assist the County in carrying out its proposed channel clearing activities in the Lompoc valley as a separate and distinct project.
- (5) Do whatever you can to break down barriers and perceptions people have of each other. Be creative. Family BBQs, soft-ball games, and parties have done wonders to improve relationships among stakeholders and build trust.
- (6) Maintain constant communication among stakeholders throughout the process and especially in the beginning to pass information along, answer questions, or deal with rumors. Whether it's through regular meetings, newsletters, web sites, phone trees, or all four, good communication is a must.
- (7) And finally, line up your money and in-kind services in advance of starting your watershed project or else two bad things will happen: (a) your stakeholders will buy into a process and scope of work only to find out they can't afford it; and (b) you will spend

more time looking for cash than participating in the planning process. Either way, you lose.

### ***Swift River Principles***

Contact Pat Munoz, River Network (see Lesson #7 - Key Contacts and Resources) or Kevin Coyle, National Environmental Education Network (see Lesson #9 - Key Contacts and Resources).

- (1) Include a mixture of top-down and bottom up strategies.
- (2) Encourage consensus approaches, not bomb-throwing.
- (3) “Reinvent” ways to conserve resources.
- (4) A one size fits all “cookie-cutter” approach will not work.
- (5) Involve key “stakeholders”.
- (6) Focus on individuals and work on “retail” approaches.
- (7) Be creative about who foots the bill.
- (8) Take advantage of emerging science - but don’t expect it to be perfect.
- (9) Remember the need for watershed education.
- (10) It’s about brokerage and gap filling.

### ***Dennis Hall’s Observations from Darby Creek, OH***

(see Lesson #2 - Key Contacts and Resources)

- (1) How to fail in watershed management: demonstrate disrespect for watershed residents and the natural resource.
- (2) Promote “learning” and “understanding” as opposed to “educating”. Do not assume that people will protect the stream if “educated”. Consider canoe trips or other creative educational settings to help clientele understand the watershed issues.
- (3) Recruit opinion leaders from the community, especially if they have challenging points of view. Sometimes these individuals are not in the local leadership positions, but have a lot of credibility with neighbors and friends.
- (4) Consider fear and pride as sources of motivation. Fear of regulation may bring some audiences to the table, but pride will generate longer lasting protection.
- (5) Work towards creating common ground and win/win outcomes. Consider competitiveness, environmental soundness, and social/political issues.
- (6) Clarify areas of conflict. View conflict as an opportunity to learn.
- (7) Promote the positive. Beware the double negative. We learned it was important to show that farmers are “doing good things” to protect Big Darby Creek, instead of “not doing bad things”.
- (8) In community development, fast is slow and slow is fast. Take time to grow slowly.
- (9) Value resistance for there is much to understand.